

ABSTRACT OF THE DISCLOSURE

A method for permanently dyeing hair which comprises subjecting said hair to a number of treatments, having a set time interval between each two consecutive such treatments, wherein each treatment comprises steps a.) and b.) below:

- a.) contacting said hair, for a period of about 5 seconds to about 5 minutes with a recently made mixture of:
 - A) an alkaline composition comprising a dye intermediate in a shampoo base or in a conditioner base; and
 - B) an acidic composition comprising an oxidating compound in a shampoo base or in a conditioner base;
- b.) rinsing said mixture from said hair with water;

with the proviso that when a conditioner base is present in A above, an independently selected conditioner base is also present in B above; and when a shampoo base is present in A above, an independently selected shampoo base is also present in B above;

and wherein said number of treatments is between about 2 to about 30; and wherein said set time interval between each two consecutive treatments is between about 8 hours and 30 days, is described.